

AMENDMENTS

In the Claims:

1. (Currently Amended) A light emitting diode lamp comprising:
at least one light emitting diode chip; and
a convex lens through which rays of light emitted from the at least one light emitting diode chip pass, wherein the convex lens has two different curved surfaces, one on both sides each side of a plane, wherein the plane is orthogonal to a light emitting surface of the light emitting diode chip, and either extending from a point on the light emitting surface other than off a center of a the light emitting surface of the light emitting diode chip or to extending from a point on an extension of the light emitting surface, and one of the curved surfaces of the convex lens refracts outgoing rays of light from the light emitting diode chip more than the other of the curved surfaces of the convex lens does.
2. (Currently Amended) The light emitting diode lamp as defined in Claim 1, wherein the orthogonal plane extending off a center of the light emitting surface is orthogonal the extension of the to light emitting surface of the light emitting diode chip and does not intersect with the light emitting diode chip.
3. (Previously Presented) The light emitting diode lamp as defined in Claim 1, comprising more than one light emitting diode chips, which are arrayed in one direction.
4. (Previously Presented) The light emitting diode lamp as defined in Claim 1, wherein said at least one light emitting diode chip is molded by resin having light absorption band in a wavelengths other than a peak wavelength of rays of light emitted by the light emitting diode chip, and the resin constitutes the convex lens.
5. (Previously Presented) The light emitting diode lamp as defined in Claim 1, wherein said at least one light emitting diode chip is mounted on a black surface-treated lead frame.
6. (Previously Presented) The light emitting diode lamp as defined in Claim 1, further comprising a reflection cup surrounding at least a part of a periphery of the light emitting diode chip, and an inner peripheral surface of the reflection cup is black surface-treated.

7. (Previously Presented) The light emitting diode lamp as defined in Claim 1, wherein black-colored resin is mounted on a lead frame on which the light emitting diode chip is mounted, the black-colored resin being positioned behind the light emitting diode chip.

8. (Previously Presented) A light emitting diode display unit comprising the light emitting diode lamp as defined in Claim 1.

9. (Previously Presented) The light emitting diode lamp as defined in Claim 1, wherein at least one of said two curved surfaces of the convex lens comprises a plurality of curved surfaces different in shape.

10. (Previously Presented) The light emitting diode lamp as defined in Claim 9, wherein the plurality of curved surfaces include a curved surface on one side and a curved surface on the other side of a plane that is orthogonal to the extension of the light emitting surface of the light emitting diode chip and that does not intersect with the light emitting diode chip.

11. (Previously Presented) The light emitting diode lamp as defined in Claim 9, comprising more than one light emitting diode chips, which are arrayed in one direction.

12. (Previously Presented) The light emitting diode lamp as defined in Claim 9, wherein the light emitting diode chips are molded by resin having a light absorption band in wavelengths other than a plurality of wavelength peaks of rays of lights emitted by the light emitting diode chips, and the resin constitutes the convex lens.

13. (Previously Presented) The light emitting diode lamp as defined in Claim 9, further comprising a reflection cup surrounding at least a part of a periphery of the light emitting diode chip, and an inner peripheral surface of the reflection cup is black surface treated.

14. (Previously Presented) The light emitting diode lamp as defined in Claim 9, wherein black-colored resin is mounted on a lead frame on which the light emitting diode chip is mounted, the black-colored resin being positioned behind the light emitting diode chip.

15. (Previously Presented) A light emitting diode display unit comprising the light emitting diode lamp as defined in Claim 9.

16. (Previously Presented) The light emitting diode lamp as defined in Claim 9, wherein the at least one LED chip is mounted on a black surface-treated lead frame.